

EXECUTIVE SUMMARY

PT Pentari Prima Sehati (PT PPS) offers a new alternative product in healthy food industry which is ready-to-serve frozen food that doesn't contain allergen (in this business: Gluten and Casein). By consuming our product, it is expected that the risk of being affected by metabolic syndrome/diseases, such as: continuous headache, constipation and also degenerative diseases, such as: heart attack, diabetes, stroke, hypertension, cholesterol and also kidney; can be minimized, since both of those diseases can be triggered by over consuming food that contain gluten and casein. Our product is named PrimeDish, made with gluten and casein free substances and expected to improve our consumers' quality of health.

PT PPS applies marketing strategy. "Low cost, high impact" which is done as an integrated marketing concept and based on our company's general objectives and goals. Our target market are people with social economic status (SES) within A – B1 class with minimum spending of 7 – 10 million rupiah / month within 30 – 59 years in age range. Our Marketing target in first year is to socialize and campaign about the Gluten Free Casein Free food and its benefits and also to educate our target market.

Along cooperating with Marketing Division, in order to fulfill the market demand, Operation Division of PT PPS focus on operational activities that can improve the quality of our product, PrimeDish; such as quality control of raw materials and also to apply Standard Operation Procedure towards our operational activities, based on our generic strategy which is low cost focus. To reach our production target and capacity, the decision to choose the location of production facility also consider the proximity of the resources needed, especially the raw materials for our product. Our priority in producing

high quality product also reflected from the production planning and quality control to reduce the number of defect products, on time delivery and also continuous improvement of quality.

PT PPS choose and select human resources with suitable qualities to support our business in order to reach high efficiency. We prioritize proper employees graduated from specialized high school in automotive, mechanical and hospitality management from local specialized high school in Cibinong. People with high discipline, self motivated and also concern with hygiene are our first class preference to be trained in our company. Those values will be the basic guidance for each individual in PT PPS.

For Finance Division in PT PPS, in our Most Likely Scenario, the initial investment is 16 billion rupiah, and the discounted payback period can be reach in the 2nd month of the 4th year, with Net Present Value (NPV) amounted 25 billion rupiah and expected NPV is 24,74 billion rupiah. The value of IRR is 24,8% with MIRR 23,8% and expected IRR is 24,9%. Therefore, investing in PT PSS is trusted to give pretty high rate of return in investment.